



Literature for SKPM07, Strategic Communication: Internship applies from semester autumn semester 2013

**Literature established by Faculty Board of Social Sciences on 2013-05-16 to
apply from 2013-09-02**

Cornelissen, Joep (2000). Towards an understanding of the use of academic theories in public relations practice. *Public Relations Review* 26 (3): 315–326.

Dessutom ska studenten välja litteratur som är avpassad efter arbetsuppgifterna på praktikplatsen och examinationen av kursen (maximalt 300 sidor).